

ROCKWELL PARK NEIGHBORHOOD ASSOCIATION

2012 BOARD RETREAT

HOSTED BY THE CITY OF CHARLOTTE AT
FOUNDATION FOR THE CAROLINAS



2012

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2012 BOARD RETREAT

Background

On Saturday, July 14, 2012, the board members of the Rockwell Park Neighborhood Association participated in a board retreat facilitated by the City of Charlotte, hosted at Foundation For The Carolinas. The following board members participated in the retreat:

- Calvin Sowell
- Trina Young
- Anderia Sowell
- Teresa Elder
- Lucille Stitt



The City of Charlotte values citizen leadership and its ability to make an impact in the communities in which we all live, work, play and shop. With this in mind, the board retreat process was initiated to help neighborhood based organizations develop strategic plans to improve quality of life in their communities.

Purpose

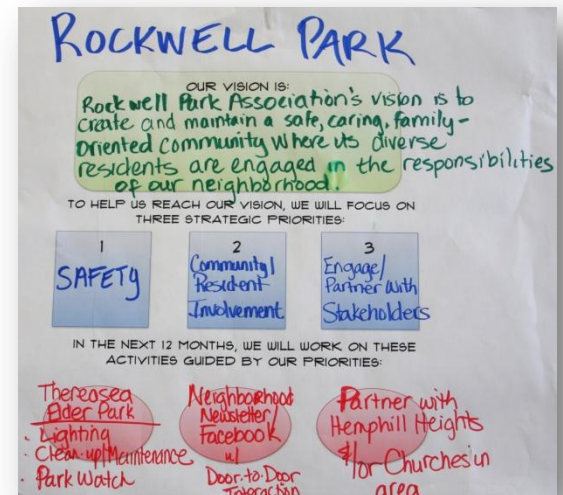
The purpose of the board retreat was to:

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

Our board identified the following outcomes for the retreat:

- More involvement from small businesses in area (networks developed)
- Beautification of area (networks developed)
- Clear, shared direction
- More positive outlook from residents, from city
- More participation from residents

By participating in the retreat, our board earned a \$1,500 Neighborhood Matching Grant credit to help execute one of the projects we identified.



Process

Our board retreat was conducted by an external facilitator, tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help us capture what was the best of the past, what is the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Developing a vision to guide our decision making and activities
- Developing strategic priorities that aligned with our vision
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Where's the Energy – Energy gram Exercise
- Project Planning Worksheet Review

Where Are We Going, Where Have We Been?

We began our day with paired interviews, using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing out partners we shared our discussion with the group, finding commonalities in our conversations.



Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why/why not would a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
<p>Best Moments</p> <ul style="list-style-type: none"> -Scholarship Fund -Unity -Community association planned for improvement -Moved Elderly into homes-up to code (city) - Beautification / trees -Back to School event - <p>Negative</p> <ul style="list-style-type: none"> -3 homicides (20 years) -No control over properties-pre code enforcement -Single family homes- rental properties -Absentee landlords -Code enforcement - 	<p>Why</p> <ul style="list-style-type: none"> -Derita, wider business area -Quiet setting -Family reputation- roots -History -Community involvement -Affordable / cost <p>Why Not</p> <ul style="list-style-type: none"> - Viewed as low-income area -Loitering, larceny -Older /vacant homes -General appearance of some homes (rental) -Negative media review -No business transportation -Sense of security 	<ul style="list-style-type: none"> --Speed bumps -Every household in community become an active part of community organization -Community Center-afterschool, exercise, elderly -Diverse homeowners-more involvement -Officials-city/county aware of issues- active -Safety-presence of police -Lighting

Based on this activity, our group identified **shared values** that would help us craft the vision for our community:

- Caring
 - o caring about each other , well being about community of all aspects of life
- Safe
 - o Clear of crime
 - o Everyone assumes responsibility
- Clean
 - o Participation in city issues
- Family-Oriented
 - o Involved / engage residents



Our Vision

Our vision is the unifying statement for our community that will guide our decision-making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

OUR VISION:

ROCKWELL PARK ASSOCIATION'S VISION IS TO
CREATE AND MAINTAIN A SAFE, CARING,
FAMILY-ORIENTED COMMUNITY WHERE ITS
DIVERSE RESIDENTS ARE ENGAGED IN THE
RESPONSIBILITIES OF OUR NEIGHBORHOOD

Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision for our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus. We utilized the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Current realities keeping you from our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the chart paper.
- Organize the ideas by natural categories. Which ideas go together? Feel free to move any post-it note to another place. Move yours, move those of others, and feel free to do this. Do not be offended if someone moves yours to place where you feel it does not belong, just move it where you believe it goes.
- Once everyone agrees on the groups, give each one a name.

This activity led us to the following categories:

Safety

- Church Involvement- safety, park
- Cameras
- Lighting in the park
- Police- actively participating
- Speed bumps
- City Council Involvement
- Today's Program-Planning
- Neighborhood Watch –Community Education

Community Involvement

- Police Involvement
- Parking stickers
- Checking on elderly/youth
- Annual event- International
- Community Center
- Newsletter
- Annual event
- Poor attendance of community events
- Absentee landlords
- Neighborhood Association
- Neighborhood forum

Clean

- Beautification of entrance
- Neighborhood Clean-ups
- Code enforcement involvement, zoning, planning

Financial

The board then identified the three priorities that were most important for us to begin working on to achieve our vision:



Potential Projects

The board then began to brainstorm on possible projects or activities that aligned with their strategic priorities:

Engage Partners & Stakeholders

- Wider Community Association network
- Churches
- Planning Commission
- CMPD-active dialogue, awareness of other programs
- Hemphill Heights-get involved with city, neighborhood reporting, cleanups
- CMS
- Park & Recreation

Safety

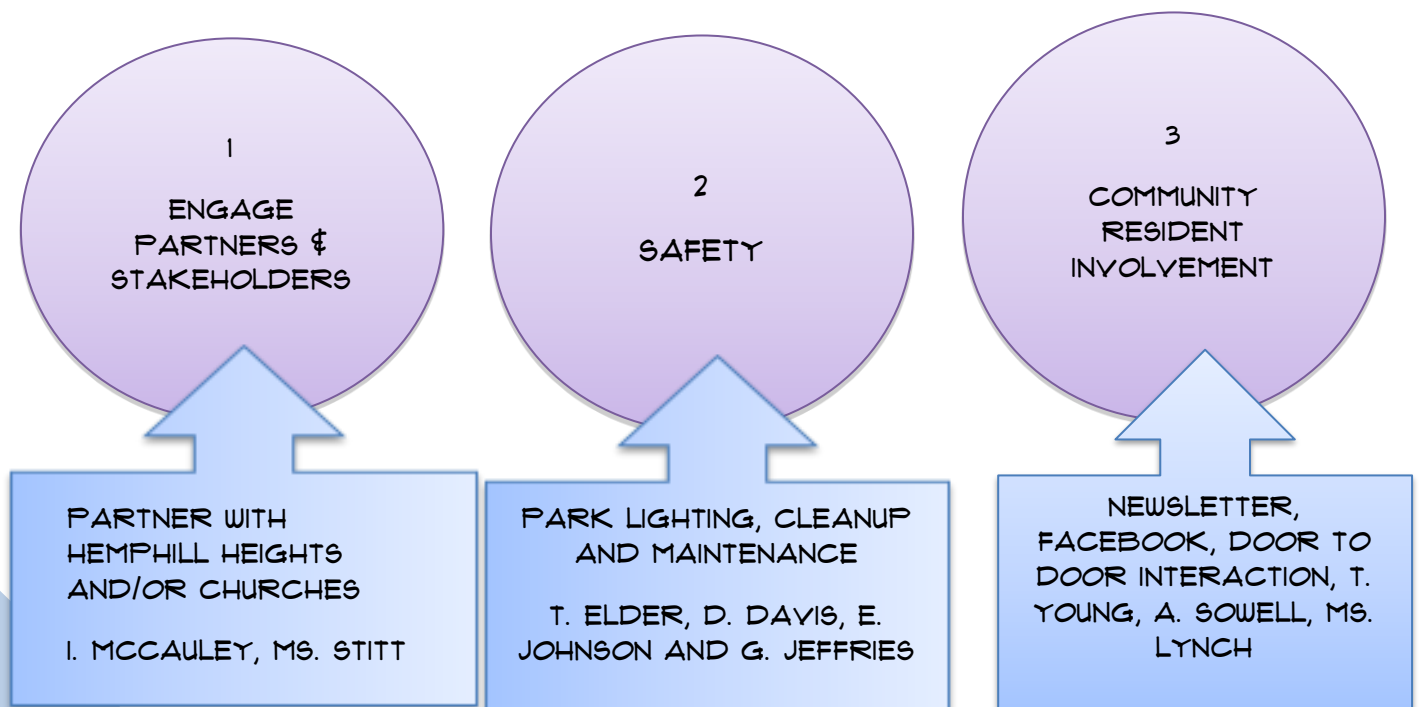
- Speed Bumps
- Park Watch
- Street Lights- new and existing lines
- Car stickers
- Neighborhood Watch
- National Night Out
- Lights in the park-maintenance/ underbrush

Community / Resident Involvement

- Yard Signs
- T-shirts
- Annual Event
- Door to Door
- Newsletter
- Directory
- Check in on elderly / youth
- Social Media-face book

Action Items for 2012-2014

After identifying potential projects, the board voted on one project to pursue for each strategic priority in 2012-2014:



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TO HELP REACH OUR VISION; WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1

SAFETY

2

COMMUNITY /
RESIDENT
INVOLVEMENT

3

ENGAGE /
PARTNER WITH
STAKEHOLDERS

IN 2012-2014, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

1

THERESA
ELDER PARK

2

NEIGHBORHOOD
NEWSLETTER /
FACEBOOK

3

PARTNER WITH
HEMPHILL
HEIGHTS &
CHURCHES

ROCKWELL PARK

OUR VISION IS:
 Rockwell Park Association's vision is to create and maintain a safe, caring, family-oriented community where its diverse residents are engaged in the responsibility of our neighborhood.

TO HELP US REACH OUR VISION, WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1 SAFETY	2 Community/ Resident Involvement	3 Engage/ Partner with Stakeholders
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IN THE NEXT 12 MONTHS, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

- Theresa's Elder Park**
 - Lighting
 - Clean-up
 - Maintenance
 - Park Watch
- Neighborhood Newsletter/ Facebook w/ Door-to-Door Interaction**
- Partner with Hemphill Heights & Churches in area**

